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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Correction receipt  
1-28-02  
PATENT

Applicant : Rick Rowe, Mike Oberberger ) Group Art Unit: 3713  
Appl. No. : 09/965,786 )  
Filed : September 27, 2001 )  
For : **Method and Apparatus for Directing** )  
**Information to Particular Game** )  
**Players** )  
Examiner : Unknown )

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231, on

November 6, 2001

(Date)

R. Scott Weide, Reg. No. 37,755

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JAN 29 2002  
MAIL ROOMREQUEST FOR CORRECTED FILING RECEIPT

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

This is in response to the Filing Receipt Document dated October 30, 2001 that was sent to us in the above-referenced case (a copy is enclosed). The Receipt contains one (1) error. We are requesting that a corrected Filing Receipt be provided to us.

The errors concern the Domestic Priority data as claimed by the applicant. The application is a **Continuation-In-Part** (CIP) not a CON, as indicated of the first page of the application (a copy is attached).

Please contact me at the number listed below if you have any questions.

Respectfully submitted,

Dated: November 6, 2001By: [Signature]

R. Scott Weide, Reg. No. 37,755

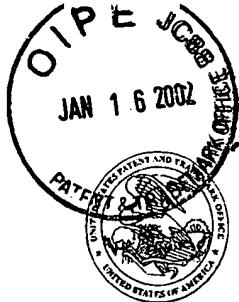
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## UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
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WASHINGTON, D.C. 20231  
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APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
09/965,786	09/27/2001	3713	790	IGTECH.0028P	4	20	4

R. Scott Weide  
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CONFIRMATION NO. 3692

FILING RECEIPT



\*OC000000006997680\*

Date Mailed: 10/30/2001

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

**Applicant(s)**

Rick Rowe, Reno, NV;  
Mike Oberberger, Reno, NV;

**Domestic Priority data as claimed by applicant**

THIS APPLICATION IS A CON OF 09/903,095 07/10/2001

**Foreign Applications**

If Required, Foreign Filing License Granted 10/26/2001

Projected Publication Date: 01/16/2003

Non-Publication Request: No

Early Publication Request: No

**Title**

Method and apparatus for directing information to particular game players

**Preliminary Class**

463

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Title 35, United States Code, Section 184  
Title 37, Code of Federal Regulations, 5.11 & 5.15**

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## RELATED APPLICATION DATA

[0001] This application is a continuation-in-part application of U.S. Application Serial No. 09/903,095 filed July 10, 2001.

## FIELD OF THE INVENTION

[0002] The present invention relates to a system associated with one or more gaming devices by which information may be directed to one or more players of the gaming devices, and more particularly to such a system associated with a player tracking system and arranged to generate and present multi-media information to a player of the gaming device.

## BACKGROUND OF THE INVENTION

[0003] Casinos and other game operators continually seek new ways to reach individual players and provide them with incentives to play their games. Promotions, bonuses and other events are directed at players to entice them to play longer or more often.

[0004] In some arrangements, these promotions or the like are presented to a player by advertising, printed flyers and the like. These types of promotions are difficult to target at a specific player or players who the casino believes are most likely to respond to the promotion. Instead, the promotion is generally directed at a large audience, with the hope that the coverage includes the particular players who will be most apt to be interested in the promotion.

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